

9

KENNETH E. KELLER (SBN 71450) [kkeller@kksrr.com](mailto:kkeller@kksrr.com)  
ANNE E. KEARNS (SBN 183336) [akearns@kksrr.com](mailto:akearns@kksrr.com)  
KRIEG, KELLER, SLOAN, REILLEY & ROMAN LLP  
555 Montgomery Street, 17<sup>th</sup> Floor  
San Francisco, California 94111  
Telephone: (415) 249-8  
Facsimile: (415) 249-8333

ORIGINAL  
FILED  
MAR 24 2012  
U.S. DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

840

Attorneys for Plaintiff CHANEL, INC.

THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF CALIFORNIA

CHANEL, INC., a New York corporation, )  
 )  
Plaintiff, )  
 )  
v. )  
 )  
ZHANG YANG DOING BUSINESS AS )  
THE DOMAIN NAMES IDENTIFIED ON )  
SCHEDULE "A" and DOES 1-10, )  
 )  
Defendants. )

Case No.

**CV 12 4428**

**COMPLAINT FOR INJUNCTIVE RELIEF  
AND DAMAGES**

**HRL**

Plaintiff CHANEL, INC. ("Chanel"), a New York corporation, ("Plaintiff" or "Chanel")  
hereby sues Defendants, ZHANG YANG DOING BUSINESS AS THE DOMAIN NAMES  
IDENTIFIED ON SCHEDULE "A" and DOES 1-10 (collectively "Defendants"), and alleges as  
follows:

**JURISDICTION AND VENUE**

1. This is an action pursuant to 15 U.S.C. §§ 1114, 1116, 1121 and 1125(a) and (d).  
Accordingly, this Court has subject matter jurisdiction under 28 U.S.C. §§ 1331 and 1338.

2. Venue is proper in this Court pursuant 28 U.S.C. § 1391, and this Court may properly  
exercise personal jurisdiction over Defendants since all Defendants directly target business activities  
towards consumers in California and cause harm to Chanel's business within this District through, at

1 least, various fully interactive Internet websites, including those operating under the domain names  
2 identified on Schedule "A" hereto (the "Subject Domain Names").

### 3 THE PLAINTIFF

4 3. Chanel is a corporation duly organized under the laws of the State of New York with  
5 its principal place of business in the United States located at Nine West 57th Street, New York, New  
6 York 10019. Chanel operates boutiques throughout the world, including within this Judicial District.  
7 Chanel is, in part, engaged in the business of manufacturing and distributing throughout the world,  
8 including within this Judicial District, a variety of high quality luxury goods, including, but not  
9 limited to, handbags, wallets, shoes, boots, cosmetics, sunglasses, clothing, watches, and costume  
10 jewelry, including necklaces, bracelets, earrings, brooches, and rings, under multiple world famous  
11 common law and Federally registered trademarks including those identified in Paragraph 13 below.  
12 Chanel offers for sale and sells its trademarked goods within this Judicial District. Defendants' sales  
13 of counterfeit and infringing Chanel branded products are causing damage to Chanel within this  
14 Jurisdiction. Chanel regularly enforces its intellectual property rights and authorized that this action  
15 be brought in its name.  
16

17  
18 4. Like all other famous trademark owners in the field of luxury goods, Chanel suffers  
19 ongoing daily and sustained violations of its trademark rights at the hands of counterfeiters and  
20 infringers, such as the Defendants herein, who wrongfully reproduce and counterfeit Chanel's  
21 trademarks for the twin purposes of (i) duping and confusing the consuming public and (ii) earning  
22 substantial profits. The natural and intended byproduct of Defendants' actions is the erosion and  
23 destruction of the goodwill associated with the Chanel name and associated trademarks.

24 5. In order to combat the harm caused by the combined actions of Defendants and others  
25 engaging in similar conduct, each year Chanel expends millions of dollars in connection with  
26 trademark enforcement efforts, including legal fees, investigative fees, and support mechanisms for  
27 law enforcement, such as field training guides and seminars. The recent explosion of counterfeiting  
28 over the Internet has created an environment which requires Chanel to file a massive number of

1 lawsuits, often it later turns out, against the same individuals and groups, in order to protect both  
2 consumers and itself from the ill effects of confusion and the erosion of the goodwill connected to  
3 the Chanel brand. The financial burden on Chanel and companies similarly situated is staggering, as  
4 is the resulting burden on the Federal court system.

### 5 THE DEFENDANTS

6 6. Defendants operate through at least 128 different domain names registered with  
7 registrars in multiple countries and likely reside in the People's Republic of China. Defendants target  
8 their business activities towards consumers throughout the United States, including within this  
9 Judicial District through the operation of the fully interactive commercial websites operating under  
10 the Subject Domain Names. Defendants also operate blog style websites under some of the Subject  
11 Domain Names which also provide support and direct customer traffic to the fully interactive  
12 websites operating under the other Subject Domain Names. Defendants are directly and personally  
13 contributing to, inducing and engaging in the sale of counterfeit products as alleged herein. Chanel is  
14 presently unaware of the true names of Does 1-1,000. Chanel will amend this Complaint upon  
15 discovery of the identities of such fictitious Defendants.

16 7. Defendants are the past and present moving and conscious forces behind the  
17 operation of the commercial Internet websites operating under the Subject Domain Names.

18 8. Defendants engage in unfair competition with Chanel and engage in the offering for  
19 sale and sale of counterfeit and infringing Chanel branded products within this Judicial District  
20 through multiple fully interactive commercial websites operating under at least the Subject Domain  
21 Names. Defendants, upon information and belief, also operate additional websites which promote  
22 and offer for sale counterfeit and infringing goods under domain names not yet known to Plaintiff.  
23 Defendants have purposefully directed their illegal activities towards consumers in the State of  
24 California through the advertisement, offer to sell, sale and shipment of counterfeit Chanel branded  
25 goods into the State.

26 9. Upon information and belief, Defendants will continue to register or acquire new  
27 domain names for the purpose of selling goods bearing counterfeits and infringements of Chanel's  
28 trademarks unless preliminarily and permanently enjoined.

10. Defendants' Internet-based website businesses amount to nothing more than massive illegal operations, infringing on the intellectual property rights of Chanel and others.






11. Defendants use and have registered, established or purchased and maintained the Subject Domain Names. Upon information and belief, Defendants have engaged in fraudulent conduct with respect to the registration of the Subject Domain Names by providing false and/or misleading information to their various Registrars during the Registration or maintenance process. Upon information and belief, many of the Defendants have anonymously registered and maintained some of the Subject Domain Names for the sole purpose of engaging in illegal counterfeiting activities.







12. Defendants' business names, i.e., the Subject Domain Names and any other domain names used in connection with the sale of counterfeits bearing Chanel's trademarks, are essential components of Defendants' counterfeiting and infringing activities. The Subject Domain Names themselves are the means by which Defendants further their counterfeiting and infringing scheme and cause harm to Chanel. Moreover, Defendants are using Chanel's famous name and trademarks to drive Internet consumer traffic to their websites operating under the Subject Domain Names, thereby creating and increasing the value of the Subject Domain Names at Chanel's expense.

#### COMMON FACTUAL ALLEGATIONS

13. Chanel is the owner of all rights in and to the following trademarks which are valid and registered on the Principal Register of the United States Patent and Trademark Office:

Trademark	Registration Number	Registration Date	Class(es)/Goods
CHANEL	0,612,169	September 13, 1955	IC 014 - Necklaces
CHANEL	0,626,035	May 1, 1956	IC 018 – Women's Handbags
CHANEL	0,902,190	November 10, 1970	IC 014 - Bracelets, Pins, and Earrings

1	CHANEL	0,906,262	January 19, 1971	IC 025 - Coats, Suits, Blouses, and Scarves
2				
3	CHANEL	0,915,139	June 15, 1971	IC 025 - Women's Shoes
4				
5	CHANEL	0,955,074	March 13, 1973	IC 014 - Watches
6				
7		1,241,264	June 7, 1983	IC 025 - Suits, Jackets, Skirts, Dresses, Pants, Blouses, Tunics, Sweaters, Cardigans, Tee-Shirts, Coats, Raincoats, Scarves, Shoes and Boots
8				
9	CHANEL	1,241,265	June 7, 1983	IC 025 - Suits, Jackets, Skirts, Dresses, Pants, Blouses, Tunics, Sweaters, Cardigans, Coats, Raincoats, Scarves, Shoes and Boots
10				
11		1,271,876	March 27, 1984	IC 025 - Clothing-Namely, Coats, Dresses, Blouses, Raincoats, Suits, Skirts, Cardigans, Sweaters, Pants, Jackets, Blazers, and Shoes
12				
13		1,314,511	January 15, 1985	IC 018 - Leather Goods-Namely, Handbags
14				
15	CHANEL 	1,329,750	April 9, 1985	IC 025 - Blouses, Skirts, Sweaters, Cardigans, Dresses
16				
17	CHANEL	1,347,677	July 9, 1985	IC 018 - Leather Goods-namely, Handbags
18				
19		1,501,898	August 30, 1988	IC 006 - Keychains IC 014 - Costume Jewelry IC 016 - Gift Wrapping Paper IC 025 -Blouses, Shoes, Belts, Scarves, Jackets, Men's Ties IC 026 - Brooches and Buttons for Clothing
20				
21				
22				
23				
24				
25				
26				
27				
28				

1	CHANEL	1,510,757	November 1, 1988	IC 009 - Sunglasses
2				
3		1,654,252	August 20, 1991	IC 009 - Sunglasses
4				
5	CHANEL	1,733,051	November 17, 1992	IC 018 - Leather Goods; namely, Handbags, Wallets, Travel Bags, Luggage, Business and Credit Card Cases, Change Purses, Tote Bags, Cosmetic Bags Sold Empty, and Garment Bags for Travel
6				
7				
8				
9		1,734,822	November 24, 1992	IC 018 - Leather Goods; namely, Handbags, Wallets, Travel Bags, Luggage, Business Card Cases, Change Purses, Tote Bags, and Cosmetic Bags Sold Empty
10				
11				
12	J12	2,559,772	April 9, 2002	IC 014 -Timepieces; namely, Watches, and Parts Thereof
13				
14		3,025,934	December 13, 2005	IC 018 - Handbags
15				
16				
17				IC 009 -Mobile Phone Straps, Eyeglass Frames, Sunglasses
18		3,025,936	December 13, 2005	IC 025 - Gloves, Swimwear
19				IC 026 - Hair Accessories namely Barrettes and Pony-Tail Holders
20				
21				
22	CHANEL	3,133,139	August 22, 2006	IC 014 - Jewelry and Watches
23				
24		195,359	February 24, 1925	IC 03 - Face powder, perfume, eau de cologne, toilet water, lipstick, and rouge
25				
26		1,347,094	July 9, 1985	IC 03 - A full line of perfumery, cosmetics, and toiletries
27				
28				

1	CHANEL	195,360	February 24, 1925	IC 03 - Face powder, perfume, eau de cologne, toilet water, lip stick, and rouge
2				
3	CHANEL	1,348,842	July 16, 1985	IC 03 - Full line of perfumery, cosmetics and toiletries
4				

5 (the "Chanel Marks") and are used in connection with the manufacture and distribution of high  
6 quality goods in the categories identified above.

7 14. The Chanel Marks have been used in interstate commerce to identify and distinguish  
8 Chanel's high quality handbags, wallets, shoes, boots, cosmetics, sunglasses, clothing, watches,  
9 costume jewelry, including necklaces, bracelets, earrings, brooches, and rings, and other goods for  
10 an extended period of time.

11 15. The Chanel Marks have never been assigned or licensed to any of the Defendants in  
12 this matter.

13 16. The Chanel Marks are symbols of Chanel's quality, reputation and goodwill and have  
14 never been abandoned.

15 17. Further, Chanel has expended substantial time, money and other resources  
16 developing, advertising and otherwise promoting the Chanel Marks. The Chanel Marks qualify as  
17 famous marks as that term is used in 15 U.S.C. §1125(c)(1).

18 18. Chanel has extensively used, advertised and promoted the Chanel Marks in the  
19 United States in association with the sale of high quality handbags, wallets, shoes, boots, cosmetics,  
20 sunglasses, clothing, watches, costume jewelry, including necklaces, bracelets, earrings, brooches,  
21 and rings, and other goods and has carefully monitored and policed the use of the Chanel Marks.

22 19. As a result of Chanel's efforts, members of the consuming public readily identify  
23 merchandise bearing the Chanel Marks, as being high quality luxury goods sponsored and approved  
24 by Chanel.

25 20. Accordingly, the Chanel Marks have achieved secondary meaning as identifiers of  
26 high quality handbags, wallets, shoes, boots, cosmetics, sunglasses, clothing, watches, costume  
27 jewelry, including necklaces, bracelets, earrings, brooches, and rings, and other goods.  
28

1           21.     Genuine Chanel branded goods are widely legitimately advertised and promoted by  
2 Chanel, its authorized distributors and unrelated third parties via the Internet. Over the course of the  
3 past five to seven years, visibility on the Internet, particularly via Internet search engines such as  
4 Google, Yahoo!, and Bing has become increasingly important to Chanel's overall marketing and  
5 consumer education efforts. Thus, Chanel expends significant monetary resources on Internet  
6 marketing and consumer education, including search engine optimization ("SEO") strategies. Those  
7 strategies allow Chanel and its authorized retailers to fairly and legitimately educate consumers  
8 about the value associated with the Chanel brand and the goods sold thereunder. SEO is a now  
9 common marketing process whereby a company or individual designs, supports, structures and  
10 phrases Internet website content in order to enhance a website's profile for search engines over a  
11 variety of search terms.

12           22.     Upon information and belief, at all times relevant hereto, Defendants in this action  
13 have had full knowledge of Chanel's ownership of the Chanel Marks, including its exclusive right to  
14 use and license such intellectual property and the goodwill associated therewith.

15           23.     Chanel has discovered Defendants are promoting and otherwise advertising,  
16 distributing, selling and/or offering for sale counterfeit products, including, at least, handbags,  
17 wallets, shoes, boots, cosmetics, sunglasses, clothing, watches, and costume jewelry, including  
18 necklaces, bracelets, earrings, brooches, and rings bearing marks which are exact copies or colorable  
19 imitations of the Chanel Marks (the "Defendants' Goods"). Specifically, upon information and  
20 belief, Defendants are using the Chanel Marks for different quality goods.

21           24.     The Defendants' Goods are of a quality substantially different than that of Chanel's  
22 genuine goods. Despite the nature of the Defendants' Goods and the knowledge they are without  
23 authority to do so, Defendants are actively using, promoting and otherwise advertising, distributing,  
24 selling and/or offering for sale substantial quantities of such goods with the knowledge that such  
25 goods will be mistaken for the genuine high quality products offered for sale by Chanel. The net  
26 effect of Defendants' actions will be to result in the confusion of consumers at the time of initial  
27 interest, sale, and in the post-sale setting, who will believe Defendants' Goods are genuine goods  
28 originating from, associated with, and approved by Chanel.



1           25. Defendants advertise their products for sale to the consuming public. In so advertising  
2 these products, Defendants improperly and unlawfully use the Chanel Marks. Upon information and  
3 belief, the misappropriation of the Chanel Marks has been the proximate cause of harm to Chanel.

4           26. As part of their overall infringement and counterfeiting scheme, the Defendants are,  
5 upon information and belief, employing coordinated SEO strategies based, in large measure, upon an  
6 illegal use of counterfeits and infringements of the Chanel Marks. Specifically, the Defendants are  
7 using counterfeits of Chanel's name and the Chanel Marks in order to make their websites selling  
8 illegal goods appear more relevant and attractive to search engines across an array of search terms.  
9 By their actions, the Defendants are causing concurrent and indivisible harm to Chanel and the  
10 consuming public by (i) depriving Chanel and other third parties of the ability to fairly compete for  
11 space within search engine results, (ii) causing an overall degradation of the value of the goodwill  
12 associated with the Chanel Marks and (iii) increasing Chanel's overall cost to market its goods and  
13 educate consumers about the brand via the Internet.

14           27. Upon information and belief, Defendants are concurrently conducting their  
15 counterfeiting and infringing activities, at least, within this Judicial District and elsewhere  
16 throughout the United States. As a result, Defendants are defrauding Chanel and the consuming  
17 public for Defendants' own benefit. Defendants' infringement and disparagement of Chanel does not  
18 simply amount to the wrong description of their goods or the failure of the goods to conform to the  
19 advertised quality or performance.

20           28. Defendants' use of the Chanel Marks, including the promotion and advertisement,  
21 reproduction, distribution, sale, and offering for sale of Defendants' Goods, is without Chanel's  
22 consent or authorization.

23           29. Further, Defendants are engaging in the above-described illegal counterfeiting and  
24 infringing activities knowingly and intentionally or with reckless disregard or willful blindness to  
25 Chanel's rights for the purpose of trading on the goodwill and reputation of Chanel.

26           30. Defendants' above-identified infringing activities are likely to cause confusion,  
27 deception and mistake in the minds of consumers, the public and the trade. Moreover, Defendants'  
28 wrongful use of the Chanel Marks is likely to create a false impression and deceive customers, the

1 public and the trade into believing there is a connection or association between Chanel and  
2 Defendants' Goods.

3 31. Chanel has no adequate remedy at law.

4 32. Chanel is suffering irreparable and indivisible injury and damages as a result of  
5 Defendants' unauthorized and wrongful use of the Chanel Marks. If Defendants' counterfeiting,  
6 infringing, and unfairly competitive activities are not preliminarily and permanently enjoined by this  
7 Court, Chanel and the consuming public will continue to be harmed.

8 33. The injuries and damages sustained by Chanel have been directly and proximately  
9 caused by Defendants' wrongful reproduction, use, advertisement, promotion, offering to sell, and  
10 sale of the Defendants' Goods.

11 34. Chanel has retained the undersigned counsel to represent it in this matter and is  
12 obligated to pay said counsel a reasonable fee for such representation.

13 **COUNT I - TRADEMARK COUNTERFEITING AND INFRINGEMENT**

14 35. Chanel hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through  
15 34 above.

16 36. This is an action for trademark counterfeiting and infringement against Defendants  
17 based on their use of counterfeits, copies, and/or colorable imitations of the Chanel Marks in  
18 commerce in connection with the promotion, advertisement, distribution, sale and/or offering for  
19 sale of the Defendants' Goods.

20 37. Specifically, Defendants are promoting and otherwise advertising, selling, offering  
21 for sale and distributing, at least, counterfeit and/or infringing handbags, wallets, shoes, boots,  
22 cosmetics, sunglasses, clothing, watches, and costume jewelry, including necklaces, bracelets,  
23 earrings, brooches, and rings bearing the Chanel Marks. Defendants are continuously infringing and  
24 inducing others to infringe the Chanel Marks by using them to advertise, promote and sell, at least,  
25 counterfeit and infringing handbags, wallets, shoes, boots, cosmetics, sunglasses, clothing, watches,  
26 and costume jewelry, including necklaces, bracelets, earrings, brooches, and rings.

27 38. Defendants' concurrent counterfeiting, infringing, and unfairly competitive activities  
28 are likely to cause and, upon information and belief, actually are causing confusion, mistake and

1 deception among members of the trade and the general consuming public as to the origin and quality  
2 of Defendants' Goods bearing or sold using the Chanel Marks.

3 39. Defendants' unlawful actions have caused and are continuing to cause unquantifiable  
4 and irreparable harm to Chanel.

5 40. Defendants' above-described illegal actions constitute counterfeiting and  
6 infringement of the Chanel Marks in violation of Chanel's rights under § 32 of the Lanham Act, 15  
7 U.S.C. § 1114.

8 41. Chanel has suffered and will continue to suffer irreparable injury due to the above  
9 described activities of Defendants if Defendants are not preliminarily and permanently enjoined.

10 **COUNT II - FALSE DESIGNATION OF ORIGIN**

11 **PURSUANT TO § 43(a) OF THE LANHAM ACT**

12 42. Chanel hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through  
13 34 above.

14 43. Defendants' Goods bearing and sold under the Chanel Marks have been widely  
15 advertised and distributed throughout the United States.

16 44. Defendants' Goods bearing and sold under the Chanel Marks are virtually identical in  
17 appearance to each of Chanel's genuine goods. However, the Defendants' Goods are different in  
18 quality. Accordingly, Defendants' activities are likely to cause confusion in the trade and among the  
19 general public as to at least the origin or sponsorship of the Defendants' Goods.

20 45. Defendants, upon information and belief, have used in connection with their  
21 advertisement and sale of products, false designations of origins and false descriptions and  
22 representations, including words or other symbols and trade dress which tend to falsely describe or  
23 represent such goods and have caused such goods to enter into commerce with full knowledge of the  
24 falsity of such designations of origin and such descriptions and representations, all to the detriment  
25 of Chanel.

26 46. Specifically, Defendants have authorized an infringing use of the Chanel Marks, in  
27 Defendants' advertisement and promotion of their counterfeit and infringing handbags, wallets,  
28 shoes, boots, cosmetics, sunglasses, clothing, watches, and costume jewelry, including necklaces,

1 bracelets, earrings, brooches, and rings. Defendants have also misrepresented to members of the  
2 consuming public that the products being advertised and sold by them are genuine, non-infringing  
3 products.

4 47. Additionally, Defendants are using counterfeits and infringements of the Chanel  
5 Marks in order to unfairly compete with Chanel and others for space within search engine organic  
6 results, thereby jointly depriving Chanel of a valuable marketing and educational tool which would  
7 otherwise be available to Chanel.

8 48. Defendants' above-described actions are in violation of Section 43(a) of the Lanham  
9 Act, 15 U.S.C. §1125(a).

10 49. Chanel has sustained indivisible injury and harm caused by Defendants' concurrent  
11 conduct, and absent an entry of an injunction by this Court, Chanel will continue to suffer irreparable  
12 injury to its goodwill and business reputation as well as monetary damages.

13 **COUNT III - CLAIM FOR RELIEF FOR CYBERPIRACY**

14 **UNDER §43(d) OF THE LANHAM ACTION, 15 U.S.C. §1125(d)**

15 50. Chanel hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through  
16 34 above.

17 51. At all times relevant hereto, Chanel has been and still is the owner of the rights, title  
18 and interest in and to the Chanel Marks.

19 52. Upon information and belief, Defendants have acted with the bad faith intent to profit  
20 from the Chanel Marks and the goodwill associated with the Chanel Marks by registering various  
21 domain names which are identical or confusingly similar to or dilutive of the Chanel Marks.

22 53. Defendants have no intellectual property rights in or to the Chanel Marks.

23 54. Defendants' actions constitute cyberpiracy in violation of §43(d) of the Lanham Act,  
24 15 U.S.C. §1125(d).

25 55. Defendants' conduct is done with knowledge and constitutes a willful violation of  
26 Chanel's rights in the Marks. At a minimum, Defendants' conduct constitutes reckless disregard for  
27 and willful blindness to Chanel's rights.  
28

1           56.     The aforesaid conduct is causing Chanel damages and immediate and irreparable  
2 injury. Chanel has no adequate remedy at law.

3                                   **PRAYER FOR RELIEF**

4           57.     WHEREFORE, Chanel demands judgment on all Counts of this Complaint and entry  
5 of an award of equitable relief and damages against Defendants as follows:

6                   a.     Entry of preliminary and permanent injunction enjoining Defendants, their  
7 agents, representatives, servants, employees, and all those acting in concert or participation  
8 therewith, from manufacturing or causing to be manufactured, importing, advertising or promoting,  
9 distributing, selling or offering to sell the Defendants' Goods; from infringing, counterfeiting, or  
10 diluting the Chanel Marks; from using the Chanel Marks, or any mark or trade dress similar thereto,  
11 in connection with the sale of any unauthorized goods; from using any logo, trade name or  
12 trademark or trade dress which may be calculated to falsely advertise the services or products of  
13 Defendants as being sponsored by, authorized by, endorsed by, or in any way associated with  
14 Chanel; from falsely representing themselves as being connected with Chanel, through sponsorship  
15 or association, or engaging in any act which is likely to falsely cause members of the trade and/or of  
16 the purchasing public to believe any goods or services of Defendants, or in any way endorsed by,  
17 approved by, and/or associated with Chanel; from using any reproduction, counterfeit, infringement,  
18 copy, or colorable imitation of the Chanel Marks in connection with the publicity, promotion, sale,  
19 or advertising of any goods sold by Defendants, including, without limitation, handbags, wallets,  
20 shoes, boots, cosmetics, sunglasses, clothing, watches, and costume jewelry, including necklaces,  
21 bracelets, earrings, brooches, and rings; from affixing, applying, annexing or using in connection  
22 with the sale of any goods, a false description or representation, including words or other symbols  
23 tending to falsely describe or represent Defendants' goods as being those of Chanel, or in any way  
24 endorsed by Chanel and from offering such goods in commerce; from engaging in search engine  
25 optimization strategies using colorable imitations of the Chanel name or Marks; and from otherwise  
26 unfairly competing with Chanel.

27                   b.     Entry of an Order that, upon Chanel's request, those in privity with  
28 Defendants and those with notice of the injunction, including any Internet search engines, Web

1 hosts, domain-name registrars and domain-name registries or their administrators that are provided  
2 with notice of the injunction, cease facilitating access to any or all domain names and websites  
3 through which Defendants engage in the sale of counterfeit and infringing goods using the Chanel  
4 Marks.

5 c. Entry of an Order that, upon Chanel's request, the top level domain (TLD)  
6 Registries for the Subject Domain Names and their administrators place the Subject Domain Names  
7 on Registry Hold status, thus removing them from the TLD zone files maintained by the Registries  
8 which link the Subject Domain Names to the IP addresses where the associated websites are hosted.

9 d. Entry of an order canceling or, at Chanel's election, transferring the Subject  
10 Domain Names and any other domain names used by the Defendants to engage in their  
11 counterfeiting of the Chanel Marks at issue to Chanel's control so they may no longer be used for  
12 illegal purposes.

13 e. Entry of an order that, upon Chanel's request, the Internet Corporation for  
14 Assigned Names and Numbers ("ICANN") shall take all actions necessary to ensure that the top  
15 level domain Registries responsible for the Subject Domain Names transfer and/or disable the  
16 Subject Domain Names as directed by the Court.

17 f. Entry of an order requiring Defendants to account to and pay Chanel for all  
18 profits and damages resulting from Defendants' trademark infringing and counterfeiting activities  
19 and that the award to Chanel be trebled, as provided for under 15 U.S.C. §1117, or, at Chanel's  
20 election with respect to Count I, that Chanel be awarded statutory damages from each of the  
21 Defendants in the amount of two million dollars (\$2,000,000.00) per each counterfeit Chanel Mark  
22 used and product sold, as provided by 15 U.S.C. §1117(c)(2) of the Lanham Act.

23 g. Entry of an Order requiring Defendants to account to and pay Chanel for all  
24 profits and damages resulting from Defendants' cybersquatting activities and that the award to  
25 Chanel be trebled, as provided for under 15 U.S.C. §1117, or, at Chanel's election with respect to  
26 Count III, that Chanel be awarded statutory damages from Defendants in the amount of one hundred  
27 thousand dollars (\$100,000.00) per infringing domain name used as provided by 15 U.S.C. §1117(d)  
28 of the Lanham Act.

1           h.     Entry of an order requiring all funds, up to and including the total amount of  
2 judgment, in payment accounts or money transfer systems used in connection with the Subject  
3 Domain Names, including but not limited to PayPal, Inc., The Western Union Company,  
4 MoneyGram and other payment processing accounts, to be surrendered to Chanel in partial  
5 satisfaction of the monetary judgment entered herein.

6           i.     Entry of an award of Chanel's costs and reasonable attorneys' fees and  
7 investigative fees associated with bringing this action.

8           j.     Entry of further relief as the Court may deem just and proper.

9  
10 Dated: August 23, 2012

KRIEG, KELLER, SLOAN, REILLEY & ROMAN LLP

11  
12 By: 

13 ANNE E. KEARNS

14 Attorneys for Plaintiff Chanel, Inc.  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

**SCHEDULE A**  
**SUBJECT DOMAIN NAMES**

Domain Name
2012authenticchanel.com
2012chanelbagsmall.com
2012chanelbagsoutlets.com
2012replicachanelhottest.com
affordablechanelhotsale.com
authenticchanelbagssale.com
authenticchanelmall.com
authenticchaneloutlet.com
authenticchanel.com
authenticchaneloutlet.com



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

authenticchanelstimes.com
authenticchaneltimes.com
bagsfoauthenticchanel.com
bargainchanelhotstore.com
bestchanelbagsoutlet.com
bestchanelonlineshop.com
bestdreamchanel.com
bestlovechanel.com
boutiquesmall.com
buyauthenticchanel.com
buy-chaneloutlet.com
chanelauthentication.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

chanelbags08.com

chanelbagsau.com

chanelbagsdeoutletstore.com

chanelbagsfosale.com

chanelbagsofficialonlinestore.com

chanelbagsonlinesales.com

chanelbagstimes.com

chanelbagsunglasses.com

chanelbagwebsite.com

chanelbargainsale.com

chanelbigdiscount.com

chanelcococo.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

chanelcolourfulonline.com
chanelconsignmentsite.com
chanelhandbagsed.com
chanelhandbagser.com
chanelhandbagsor.com
chanelhandbagsoutletmall.com
chanelinvogueshop.com
chanel-kingdom.com
chanelnicebags.com
chanelofficialapproval.com
chanelofficialonline.com
chanelofficialonlinemall.com
chanelofficialonlineshopping.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

chanelofficialonlinesshopping.com
chanelofficialonlinestore.com
chanelofficialsite.com
chanelofficialsstore.com
chanelofficialstore.com
chanelofficialstores.com
chanelonlinesaleconsignment.com
chanelonlineshoppingmall.com
chanelonlineshops.com
chanel-outletonlines.com
chanel-outletsonlines.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

chanel-outletstores.com

chanel2012.com

chanelbagsoutlets.com

chanelcoco.com

chanelsonlineshopping.com

chanelsonlineshopping.com

chaneloutlet-onlines.com

chaneloutletstore.com

chaneloutletzones.com

chanelstimes.com

chaneltimes.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

chanelwithrealquality.com
charmingchaneloffer.com
cheapchanelfamestore.com
cheapestchanelbags.com
cheap-maccosmetics.net
classicchanelselling.com
cochaneloutletstore.com
cocochanelflapbag.com
cocochanelhandbagss.com
cocochanelonlineus.com
cocochanelonlineusa.com
colorfulstores.com
distinctivechanelale.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

dreamchaneloutlet.com

dreamchaneltimes.com

dreamchaneltimes.com

dreamfashionchanel.com

flowerychanelonlineoutlet.com

glamouchannelsale.com

highlevelchanelreplica.com

ibrandsmall.com

iechaneloutletstore.com

igoooooogle.com

intochanellife.com

justlovesfashionchanel.com

justlovenicechanel.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

lovechanelbags4u.com
lovecoco Chanel bag.com
lovefashionchanel.com
luxuriestimes.com
minechaneloutlet.com
nicechanelstore.com
offerchanelspecialoutlet.com
officalchanel.com
officalchanelbags.com
officialchanelbagsoutlet.com
officialchanelonlineshopping.com
officialchanelonlinestore.com



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

officialchaneloutlet.com
officialchaneloutlets.com
officialchaneloutletstore.com
officialchanelonlinestore.com
officialchanelwebsite.com
outletforchanel.com
outletforchanelbags.com
outletforchanelbag.com
realchanelforsale.com
realchaneloutletsoutlet.com
replicachaneltimeless.com
seochanel.com
stylishchaneloutlet.com

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

superiorchanel.com
topbagsforchanel.com
topchanelmall.com
topchaneloutletmall.com
variouschanelgoods.com
vipchanel.com
winsomechanelsonline.com
wonderchanelstore.com